

**METHOD AND APPARATUS FOR PROVIDING CONTENT**

**ABSTRACT OF THE DISCLOSURE**

A system, method, apparatus, and computer program code for providing content. One or more content segments can be identified or selected based on an attribute (e.g., age, location, occupation) of a person. In addition, one or more devices (e.g., computer, cellular telephone, personal digital assistant) associated with the person may be identified or selected. One or more of the content segments can be provided to one or more of the devices for further use or transmittal by the person. The person may transmit or otherwise send one or more of the content segments to people within a localized area or who ask or desire to receive the content segments. In some embodiments, a person may be compensated for receiving and/or broadcasting a content segment.